Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 12, No. 19 TORONTO, MAY 7, 1947 $2.00 Per Annum

Variety Tenters Head For LA

More Than 1,000 Will Take In Convention, Annual Awards

The "Humanitarian Awards" Dinner climaxing the first convention in the film capital at Variety Clubs International will be held May 17 at the Warner Brothers Studios, with Jack L. Warner as host, it was announced recently by Charles P. Skouras, Chief Barker of the host Tent No. 25, Los Angeles. More than 1,000 prominent representatives of the United States, Canada and Mexico will be Warner's guests at the dinner to be served on a huge sound stage at the studios in Burbank.

Also attending to greet and pay tribute to the honor guests will be 200 Los Angeles civic and

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FPCC, H. Warren Now Partners

Harold Warren of Port Alberni, BC, operator of the Capitol, Roxy and Port, will build another theatre there in partnership with Famous Players, which recently acquired the interests of Mrs. Louise Warren in those theatrs. Mrs. Warren is the widow of the

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Para Announces Shorts Program

The new 1947-1948 line-up of Paramount short subjects and Paramount News was announced recently by Oscar A. Morgan, sales manager of Paramount short subjects and Paramount News.

This announcement was high-

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Hold Back Service To Drive-ins

The motion Picture Censorship and Theatre Inspection branch of Ontario has notified all distributors not to provide films for drive-in-theatres until further notice.

It is understood that the Highways Department is not satisfied with the inlets from the main roadway in some cases, since general traffic is affected by cars coming in and leaving, particularly at the end of the last performance. A study will be made of traffic conditions in each case.

Usual opening dates may not be affected.

No Fire Loss In Film Exchanges

No fire loss or fire casualty was suffered by any one of the 60 film exchanges in Canada during 1946, it was recently reported by the Canadian Motion Picture Distributors Association, a member of the Dominion Fire Prevention Association. During that

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'Sweet Genevieve'

RKO has secured screen rights to "Sweet Genevieve" as a starring vehicle for Barbara Bel Geddes.

BOOST FROM BALABAN

Entirely unexpected at the Film Division dinner of the United Jewish Welfare Fund were gifts of $1,000 and $500, the first from John J. Fitzgibbons, chairman of the Canadian Motion Picture National Services Committee, and the other from R. W. Bolstad, vice-president of Famous Players Canadian Corporation. Both were present as guests of honor, with Fitzgibbons on the speaker's list.

During his address Fitzgibbons read the following telegram from Barney Balaban, president of Paramount Pictures, who is head of the campaign in the USA:

"My warmest greetings to all attending Film Division Dinner in behalf of United Jewish Appeal. We join hands across the border to put over greatest philanthropic drive in the history of our times. Our brethren abroad look to us to rescue them from despair and extinction. Free peoples of the world must rally to this appeal for help. More than ever before each of us must stand up and be counted. Let no man shift his responsibility to his neighbor. Response in this country has been magnificent. Have visited number of communities and have been thrilled with results. Our industry rallying to the cause. Everywhere our people have caught the spirit of this campaign and are averaging well about twice the standard of gifts made last year. Motion Picture Industry has long tradition for philanthropy but never has it equalled heights attained this year. Sure that Canadian colleagues will do likewise. With all my heart I urge you to give as you have never given before and to work as you have never worked before. Only thus can we assure survival of pitiful remnants of our people. All best wishes for a most successful meeting and know you will set example for rest of us to follow."

UJW Fund Gets Fine Drive Sendoff

"You and I are given an opportunity to help those who cannot help themselves," John J. Fitzgibbons, CBE, told the Film Division of the United Jewish Welfare Fund of Toronto during its dinner last week at the King Edward Hotel. "If we do not realize that, then we have missed the whole concept of the Hebrew and Christian religions."

Head of the Canadian Motion Picture National Services Committee and the Industry's leading figure, Fitzgibbons was the guest of honor at the dinner and delivered a warm and sincere ap-

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'Shaggy' Shooting

"Shaggy," the story of a boy and his dog, has gone before the color cameras at Paramount.

Hanson Reps Canada At MPF Meeing

An invitation for the Canadian industry to send a representative to the May meeting of the trustees of the Motion Picture Foundation has been extended and Oscar Hanson, president of the Canadian Picture Pioneers, will arrange to be present.

An enquiry as to the possibility of Canada being included was directed recently to officers of the Foundation.

The Egg and I NOW ON ITS FIFTH RECORD-BREAKING WEEK AT THE UPTOWN THEATRE, TORONTO. This sensational boxoffice attraction stars CLAUDETTE COLBERT and FRED MacMURRAY and is from the best-selling book of the same name by BETTY MacDONALD. Book it now from EMPIRE-UNIVERSAL FILMS LIMITED.

Variety Barkers Head For LA

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motion picture industry leaders. Entertainment by Warner stars will follow the dinner.

Presentation of awards for outstanding humanitarian service during the preceding year is an established custom of the Variety Clubs at their annual conventions. In the past, the showmen's organization has honored world figures such as Evangeline Booth, Sister Kenny, and the discoverer of penicillin, Sir Alexander Fleming. This year's award will be made in a motion picture for the first time.

"Jack Warner volunteered to play host to the Variety Club members," said Skouras, "because he regarded it as a way of paying personal tribute to the clubs for their magnificent work in health and welfare and for the great credit they reflect on the entire entertainment industry."

Commenting on plans for the dinner, Warner said, "Los Angeles and the motion picture industry are proud to be hosts to the organization which is appropriately called 'The Heart of Show Business.' We regard it as a privilege to honor Variety Club members for their achievements."

Variety Clubs International represents more than 7,000 showmen, mostly motion picture exhibitors and distributors, in 32 clubs or "Tents" in major cities. The first Variety tent was founded in Pittsburgh in 1928 to care for a baby abandoned in a theatre. With it was a note in which a destitute mother explained that she had heard of the traditional kindness and charity of show people. From that incident sprang an international organization dedicated to good deeds.

As their special field of service, the Variety Clubs have chosen to aid sick, crippled and underprivileged children. Clinics, nurseries, camps and much vital therapeutic equipment such as mobile x-ray units and iron lungs have been provided.

A dozen members from Canada's only tent, No. 28, Toronto, will attend the convention led by Chief Barker John J. Fitzgibbons. The Canadian tent plans a school and residence for the vocational training of crippled children.

Hollywood's leading figures have issued statements welcoming the delegates to the Cinema City.

Lee Tracy Back

Lee Tracy, who first gained prominence by his portrayal of a newspaper man in "Front Page" on Broadway, has been signed by Jack Wrather to portray a city editor in "High Tide."

UJW Fund Gets Fine Drive Sendoff

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peal for those new living in despair in European countries. During his address he read a telegram from Barney Balaban, an associate, who is national chairman of the campaign in the USA.

Balaban, he said, was one of the humblest men he had ever known and one whose gratitude for the opportunities offered in the democratic countries of this continent took the form of assistance to those in need everywhere. "Many years ago, when I was running some small theatres in tune to be thrown in with the Balaban brothers," he recounted. Long Island, it was my good for- "I realized their qualities of leadership then and hitched my wagon to theirs."

Harry S. Mandell, co-chairman of the Film Division with Raymond Allen, introduced Fitzgibbons as "a tireless worker for welfare and philanthropic institutions, a rare personality greatly admired by all who know him and a leading Catholic layman." In deference to Fitzgibbons' keen sense of modesty, Mandell said, he would not detail the honors bestowed on him in the past.

On rising, the guest of honor, recipient of the Commander of the British Empire award on the last King's Birthday list, praised industry members for their work in the past. "I happen to have been the lucky one who sat in the spot where the symbol could be pinned and they pinned it on me," he told the listeners.

Prior to his opening remarks Fitzgibbons was presented with a set of pipes by Mandell in behalf of those present.

The guest speaker for the evening, Mrs. Eleanor Abrams of New York, writer and commentator, substituted for Sholome Michael Gelber, who was ill. She was introduced by Gurston Allen, an associate chairman of the Toronto drive. In an inspiring address she recounted the hardships of the displaced Jews of Europe, "a bare remnant of an eternal people, asking only for a place to live."

Man, she said, had become "a scientific giant but a moral pygmy. There must be greater realization of the rights of all people, and "we must rise to express those human and moral values for which we fought." Describing the work of the Fund, its increased needs and the lack of improvement in the lives of displaced persons since the end of the war, she said that "the conscience of the world will not rest until the Jewish victims of tyranny have been rescued."

At the head table were Herbert Allen, R. W. Bolstad, Jule Allen, Arthur Cohen, Nat Taylor and those mentioned earlier. Raymond Allen, co-chairman, introduced them to the gathering.

Flo Simmons Heads EBA Shorts Dept.

Exhibitors Booking Association has re-established its special short subject booking department, it has been announced by Raoul Auerbach. Mrs. Flo Simmons, previously in charge, has resumed responsibility for its operation.

General Films Host To American Guests

Head office of General Films Limited in Regina, Saskatchewan, recently entertained two visitors from the USA, Sam Rose, president of the Victor Animatograph Corporation, and Vic Growcock, general sales manager of Churchcraft Pictures.

A special luncheon at the Assiniboia Club, arranged in honor of the two guests, was attended by 18 members of the staff of General Films, headed by S. C. Atkinson, president, O. M. Paulson, vice-president, and James Game, secretary.

New Short Set For MGM Cartoon Team

MGM's cartoon team of Tom and Jerry, winners of four consecutive Academy Awards, will be seen next in "1,000 Men and a Mouse," which will follow the current "The Cat Concerto," 1946 Academy Award winner. A series of musical cartoons with Tom Cat as Conductor Catowski is scheduled.

Other Tom and Jerry subjects planned for early production include "Saturday Evening Puss," and "Good Mouse-Keeping."

FPCC, H. Warren Now Partners

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late Jack Warren, theatre pioneer, and has been associated with her son. She will retire.

A new theatre will be erected in Wolfville, NS, by Gerald Spencer to replace his present house, the Orpheum. Another new Maritimes house is planned by Odeon Theatres for Campbellton, NB.

Requests for licenses to erect two drive-in theatres in Scarboro, Toronto suburb, will be decided at a meeting of the local council shortly. Residents are protesting Canadian Drive-in Theatres and Spencer Clark of Scarboro are the applicants.

Odeon Theatres is calling tenders for its projected $150,000 theatre in Sudbury, Ontario.

Excavation has begun for its new 950-seat theatre in Willowdale, near Toronto, which Principal Investments is building for Theatre Holding Corporation.

The 756-seat theatre, to cost $150,000, which Odeon Theatres has planned for Port Arthur, Ontario, is under way, excavation having begun.

There were 45 theatres under construction in Ontario during the fiscal year of the Theatre Inspection branch.

Variety Club Tent For Miami, Florida

An application for a charter has been received by R. J. O'Donnell, National Chief Barker of the Variety Clubs International, from a group of amusement industry men in Miami and Miami Beach, Florida.

To be known as the Greater Miami Variety Club Tent No. 33, it will headquarter in the Royal Theatre Building in Miami. The 11 officers who organized the new tent report that 110 applications for membership have been received. They also report that they have adopted, as their first important work of charity, the National Children's Cardiac Home in Miami and expect that the added financial assistance will enable the home to broaden its scope.

Charter will probably be presented at the National Convention in Los Angeles on May 13th.

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THEATRE BUSINESS AND EQUIPMENT
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THE PICK OF THE PICTURES

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REVIEWS INFORMATION RATINGS

Vol. 12, No. 19 REVIEWS FROM FILM DAILY, NEW YORK $2.00 Per Annum

Smash-Up

with Susan Hayward, Lee Bowman

Empire-Universal 103 Mins.

THIS WANGER PRODUCTION STANDS TO GO PLACES ALL ALONG THE LINE; REALISTICALLY SOCKS ITS MESSAGE ACROSS; SHOULD RAKE IN BIG "TAKES."

Walter Wanger gave this production the care and attention that is at once associated with his name. Stuart Heisler's direction gets the most out of the story. It is decidedly a story with that "different" element.

There is to be noted, however, a certain lack of creative inventiveness in the story. Living in New York, Miss Hayward is a night club singer. Married to Lee Bowman, she shortly thereafter becomes a mother. Bowman, from humble beginnings on an early morning sustaining spot, becomes the idol of the bobby soxers, via the tunesmithing of Eddie Albert. Miss Hayward quits her career and is isolated with her child.

Miss Hayward's predilection for the bottle soon becomes habitual and it's one bout after another, during Bowman's presence at home and while he's on the road. Their child develops pneumonia while Bowman is away. Miss Hayward tries to inform him but to no avail. A party is in progress. The child recovers. To the bottle again goes Miss Hayward. Finally in disgust, Bowman arranges a separation. He gets the child. She attempts to straighten out and is making progress. She tries to resume her singing career. By mere chance she gets a load under her belt once again and winds up in a sordid mess which might have been quite serious. She locates her child, now in Bowman's custody, and takes her to the country.

Being together stirs her emotionally. After putting the baby to bed she takes a few snorts. A misplaced cigarette ignites the bedroom. Miss Hayward saves the child, is herself severely burned. She recovers. Conclusion points up the misunderstanding of Bowman, the sacrifice of his wife to his career, and indicates a rosy future.

CAST: Susan Hayward, Lee Bowman, Marsha Hunt, Eddie Albert, Carl Esmond, Carleton Young, Charles D. Brown.

CREDITS: Producer, Walter Wanger; Director, Stuart Heisler; Screenplay by John Howard Lawson from an original by Dorothy Parker and Frank Cavett; Cameraman, Stanley Cortez.

DIRECTION, Good. PHOTOGRAPHY, Splendid.

'Dream Girl' In Work

Shooting has started on Paramount's "Dream Girl."

Sweetheart of Sigma Chi

with Phil Regan, Elyse Knox, Phil Britto and Ross Hunter

Monogram 76 Mins.

COLLEGIATE ROMANCE WITH MUSICAL NUMBERS RATES AS PLEASING ENTERTAINMENT FOR THE FAMILY.

This offering delivers much entertainment and should do nicely in its market. It has many pleasing numbers, with Phil Regan, Phil Brito, the latter of radio, and Fred Colby handling the songs.

The Slim Gaillard Trio score with their medley of "Cement Mixer," "Yep Roc Heresi" and "Putti Putti." Frankie Carle registers nicely with his piano and orchestra.

"Five Minutes More," by Sammy Cahn and Jules Styne; "Penthouse Serenade," by Will Jason and Val Burton; the title song and "It's Not I'm Such A Wolf, It's Just You're Such A Lamb," by Merle Maddern and Lanier Darwin, are among the songs used. A large credit goes to Edward Kay for music direction.

Director Jack Bernhard, who guided "Decoy," a hard-boiled drama, shows his versatility with this musical. Jeffrey Bernerd functioned as producer.

Although Ross Hunter, who may develop into bobbysoxer favorite, plays hard to get, Elyse Knox wins him. His college rowing crew, coached by Tom Harmon, the football star, almost loses the big race, when Paul Guilfoyle, a racketeer, tries to wreck his craft. Guilfoyle seeks to win some "easy money" on the race, but his plans go awry and he and his aide, Edward Brophy get their just desserts.

CAST: Phil Regan, Elyse Knox, Phil Brito, Ross Hunter, Tom Harmon, Paul Guilfoyle, Anne Gillis, Edward Brophy, Fred Colby.

CREDITS: Producer, Jeffrey Bernerd; Director, Jack Bernhard; Author, George Waggner; Screenplay, Michel Jacoby; Cameraman, L. W. O'Connell.

DIRECTION, Good. PHOTOGRAPHY, Good.

Sign Curb Opposed By Theatre Men

The Joint Committee on Sign Legislation, made up of representatives from Toronto business firms, is studying the report of the Toronto City Planning Board recomending eliminations of overhanging signs and canopies. The Motion Picture Theatres Associations of Ontario, a member of the committee, joins in opposing unnecessary curbs.

The Sea of Grass

with Katharine Hepburn, Spencer Tracy

MGM 131 Mins.

SKILLFULLY DIRECTED, POTENT, IMPRESSIVE HEPBURN-TRACY STARRER SHOULD ROLL UP EXCELLENT TAKES.

Probing deeper into the dramatic possiblities of the western scene, Pandro Berman's production of Conrad Richter's novel is a profoundly compelling story, at once admirably suited to the talents of Miss Hepburn and Tracy, and played by them and other members of the cast to telling effect. Primarily it is a western. Thematically it concerns the rivalry for open range between cattlemen, personified by Tracy and the farmer, whose champion is Melvyn Douglas.

The screenplay has dynastic overtones. God placed the "Sea of Grass" on a plateau in New Mexico and Tracy feels he is carrying out the plan of Providence in holding it for pasture land. He has built a cattle empire when Miss Hepburn comes from St. Louis to marry him and take her place by his side, bear his children, deceive him, try to understand his feelings in regard to farmers. Tracy knows and understands the force and intent of nature in relation to his land. He gives in at first to Miss Hepburn's wish to accommodate a farmer and his expecting wife.

In an ensuing disagreement over the policy of Tracy and his fellow ranchers, Miss Hepburn has a falling out and goes to Denver. She meets Melvyn Douglas there. Despairing and confused she gives herself to him, later returns to Tracy in an effort to restore her marriage. A son is born—Douglas'. Tracy is aware the baby is not his. The marriage collapses and Miss Hepburn departs. Tracy prepares a campaign to oust every farmer in the vicinity. Meanwhile Douglas grows in stature and importance while the Tracy dynasty weakens. Farmers deplete the soil. The "Sea of Grass" becomes badlands.

Basic stuff constantly, the story is woven of strong threads of passion, violence and the ever-present threat of nature.

CAST: Katharine Hepburn, Spencer Tracy, Melvyn Douglas, Phyllis Thaxter, Robert Walker, Edgar Buchanan, Harry Carey.

CREDITS: Producer, Pandro S. Berman; Director, Ella Kazan; Screenplay by Marguerite Roberts, Vincent Lawrence; Based on the novel by Conrad Richter.

DIRECTION, Skillful. PHOTOGRAPHY, Fine.

California

with Ray Milland, Barbara Stanwyck

Paramount 97 Mins.

TECHNICOLORED DETAILING OF EARLY STATE HISTORY WITH MILLAND AND STANWYCK IS ROUSING ENTERTAINMENT.

Wagon trains, The Gold Rush, big-stake gambling and a half-dozen other facets in the story combine to give "California" a great many exploitable angles in addition to players.

It is a good outdoor pic with settings that range from lush Spanish haciendas to the initial introduction of the grape industry, which, the story indicates, was instigated by Fitzgerald and his "sticks."

Milland leads a wagon train that picks up Miss Stanwyck en route, just as she is being run out of a town for her activity with cards. It is against Milland's wish but the humanity of Fitzgerald overcomes the objection. Word of the gold strike reaches the convoy and it is broken up. With the exception of Milland and Fitzgerald, the entire personnel takes off for Sutter's Mill.

Eventually the pair arrive to find Miss Stanwyck holding sway at a raucous dive. George Coulouris is the owner, Albert Dekker his strong arm mate. Coulouris got in by virtue of his fast ships and he intends to impose a monopolistic reign on the struggling pioneers.

A movement to set California up as a state for eventual union with Washington gains strength. Fitzgerald goes to Monterrey as elected representative of the citizenry and defeats Coulouris' plans. Coulouris, however, instigates a short-lived rebellion after murdering Fitzgerald in his vineyard. Milland arrives with loyalists to knock the move out. Coulouris loses his mind and is killed by Miss Stanwyck whom he had intended to make his wife even though she did not love him and who nurtures a strange sort of love-hate for Milland.

This last reaches fruition and Milland is last seen leaving to serve out a sentence for desertion. Miss Stanwyck will be awaiting his return.

CAST: Ray Milland, Barbara Stanwyck, Barry Fitzgerald, George Coulouris, Albert Dekker, Anthony Quinn, Frank Faylen.

CREDITS: Producer, Seton I. Miller; Director, John Farrow; Screenplay by Frank Butler, Theodore Strauss; Original story, Boris Ingster; Cameraman, Ray Rennahan.

DIRECTION, Good. PHOTOGRAPHY, Fine.

The Din and the Glare . . .

Wins Bet on Al Jolson

Cinema Buns

One of those radio juke-box jocks played a record of Jolson singing "California, Here I Come" and when it was over enthused: "Open up those pearly gates, California, here I come! Isn't Jolson wonderful?" Golden gates, you dope. Reminds me that I heard a movie actor in "Dishonored Lady" describe a two-man tussle as a battle royal. It takes more than two to make a battle royal. But of Jolson—after his film opened he was thrilled at his first public sight of it until he heard two women talking. "Jolson is a great singer," said one. "Yes," said the other, "It's too bad he's dead". . . . Wig Waggery: Two fresh hair fiends, among which are Bing, Benny and Boyer in the movie colony, were taunting each other about their sans-toupe tops. "How can you tell where your face ends and your skull begins?" asked the first. "What about you, replied the second. "I supose you tie a piece of string across your brow so you won't wash more than your face?" Another smooth-domed lad, asked by a child how he became bald, answered gravely: "By sleeping in too many short beds". . . Hollywood stereotypes: Gabby and dumb switchboard girls, a libel on the bright persons who keep you in touch with the world. . . Overheard: "It was all right while he was telling me about the moon and the stars but when he got to the birds and the bees. . ."

* * *

Lines and Outlines

Modern Fan, a fan club mag, is being readied in Toronto by Thelma Brown and Catherine Hooper for domestic and USA distribution in June. . . Syd Banks has succeeded Brian Fryer as production chief of Cinema (Canada) Films, the short-making company owned by John Frame, broker. The company, skedded to make the Mencken bathtub hoax story, produced "Farewell to Britain" for Eagle-Lion, profits of which went to the Amps. Syd's most recent stint was on "Whispering City" . . . Joe Lieberman heads the United Jewish Welfare Fund in Saint John. . . Lloyd Mills, formerly manager of the Belsize, returns to management, it's said, as worrier for the Midtown, Buffalo. . . Famous Players has purchased three quarter hours weekly on CKEY's Make Believe Ballroom and Vic Growe, who just resigned as the circuit's radio director but continues his association as consultant, will check on them. Vic, a top-flight radio idea man who is a prize buy, will write and narrate a Hollywood news-type presentation for the J. J. Gibbons' agency's client, Oliveon Lab. . . Famous Players, along with Fred Gregor and Eldridge Gouthro of the Majestic, Glace Bay, NS, are providing 200 free tickets weekly for th hard-hit miners there.

* * *

Takes and Mistakes

The Hamilton farewell party in honor of the Century's Lloyd Gurr, who decided to go straight by switching to the hotel business, will be in the form of a dinner in the Royal Connaught at 9.30 on May 29th. . . A fellow who resigned from a relative-ridden company, asked a year later if he was happy about the move, answered: "What would I have had if I stayed? Another ulcer and a few more bosses". . . Glenn Ireton, WB p.a., eats in a certain restaurant where there are several phones. Each day he uses one of the phones and when finished drops a nickel of his own loudly into the cup. The cashier, seeing this daily, is going nuts trying to get nickels back himself. . . The Daily Star cut-lined a photo of Irene Dunne "Ingrid Bergman". . . A fellow, asked how his financial relations were with his business partner, answered: "Great! In 1945 we had a big year and my partner sent me a postcard from Miami. In 1946 we had another terrific year and he gave me a ride in his new Buick. I just can't wait for 1947 to see how I make out" . . . "You're never in when I phone," a man complained to another. "That isn't so," was the answer. "I'm in all the time." To which the first replied: "Is that so! Next time you're somewhere phone your office and see if you're ever in" . . . Chinese proverb: Take no notice of what you hear said on the pillow.

Recoil From Steele

You recall that I recently reported Ingrid Bergman's thanks to this publication and the Canadian motion picture critics after the former had picked her as the best actress of 1946 in our annual poll. Miss Bergman asked Joseph H. Steele to thank us, he wrote on a sheet letterheaded "Hampshire House" and signed by him. I suggested that this was rather an offhand way to acknowledge an honor of such importance but that there was "Nothing personal, I assure you, nor do we require anything further on the subject."

Mr. Steele, in a letter too long for word-for-word publication, thinks we ought to have more on the subject—from him—and accepts the whole responsibility. I couldn't have known the facts, he writes. Miss Bergman is a very busy and tired lady, he explains, detailing her activities. He recalls his and Miss Bergman's visits to Canada during War Bond drives as among their most cherished memories, says he had no intention of slighting us or the critics, that their "affection for Canada is a very special one," and that, while his letter is not an apology or part of a controversy, hopes that the "facts will incline you towards a little more indulgence."

The line that interests me most was: "But it has been difficult for many people to understand that it was simply humanly impossible for her to respond to everything personally."

Come, come, Mr. Steele. Miss Bergman can't be too busy to sign a four-line note of thanks to the critics of a country which is, next to Great Britain, the world's greatest motion picture exhibition field outside the United States. Nor does anyone question her sincerity.

I think she was just badly advised, that's all. Or wasn't advised at all.

* * *

Short Throws

George Beeston, Emp-U secretary, has resigned from Odeon's board of directors . . . James McGarrigle, Saint John, NB, pioneer, passed away recently . . . Variety's Bob McStay collects match books . . . Wallace Reyburn did a pungent piece in Liberty about the pencil man of the J. Howard Boothe boys, Jack of the Globe and Mail. Liberty will carry a story on censorship in Canada soon . . . A New Mexico Indian was sending up smoke signals when he saw that terrific cloud of smoke from the atom bomb experiment. "Gee," he muttered enviously, "I wish I'd said that."

* * *

Eary Notes

Sam Korman of Rouyn settled the argument about whether Jolson appears personally in any part of "The Jolson Story." He wrote to Alfred E. Green, the director, who answered that Jolson was in the long-shot runway scene and Sam collected $5. . . "Life to me," said Fred Allen on his program recently, "is a lull between the stork and the epitaph." To that morbid observation may I add my own: You spend the best of it pecking your way out of the egg of immaturity and the rest of it dodging the axe of insecurity. . . Puzzling plugs: Throwaway for the stage play of "Laura" describes it as "the strange and passionate story of a woman "so desirable she was beyond desire." You figure it out. . . A vigorous affirmative shake of the head for Burton Rascoe's comment that "What no wife of a writer can ever understand, no matter if she lives with him for twenty years, is that a writer is working when he is staring out of the window". . . Rough but very interesting reading is "Nightmare Alley" by Gresham, a carnival story bought by 20th-Fox. Do you know what a "geek" is? The book will tell you and you won't forget it soon. . . Laura Wells, another one of the beautiful boosters, was here to bedazzle the boys and girls of the public prints into becoming interested in Enterprise's "The Other Love" and "Arch of Triumph."

Para Announces Shorts Program

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lighted by the news that Paramount, contrary to the general trend in the industry to reduce the number of cartoon films, feels that the time is opportune to increase its production in this field, whereupon Morgan disclosed that Paramount would release 24 cartoons next season as against 18 cartoons to be released during the current season. He then stated that Paramount's decision was predicated upon greater and more widespread demand for its cartoon reels.

A new series of cartoons, "Screen Songs," will make their appearance in the line-up, featuring the well-known "bouncing ball." These song cartoons will replace the "Little Lulu" series, which will be eliminated, along with "Pal's Puppetoons."

Including the new Screen Songs series, Paramount will release a total of 64 short subjects, embracing nine different series, and 104 issues of Paramount News next season. Six of these will be two-reel Musical Parade Featurettes, in Technicolor; Famous Studios will produce 24 cartoons in Technicolor, including 8 Noveltoons, 8 Popeye and 8 Screen Songs; the three Jerry Fairbanks series will be represented by six Popular Science, in Magnacolor, six Unusual Occupations, in Magnacolor, and six Speaking of Animals, in black and white. Six Pacemakers and ten Grantland Rice Sportlights, in black and white, round out Paramount's program for the season.

Toddy Distributing 'Going To Glory'

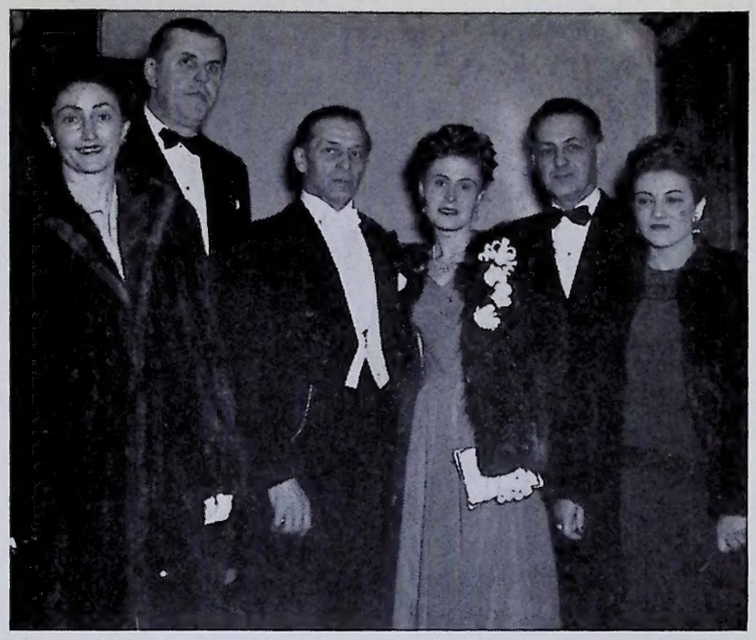
Royal Gospel Productions, producers of religious features with all-Negro casts, has set a deal with Toddy Pictures Company for country-wide physical distribution of its latest release, "Going to Glory."

Pre-release engagements broke records in Washington, DC, where it played day-and-date in the Jewell, Strand and Midcity theatres.

Paramount Acquires Liberty Films

Paramount has obtained control of Liberty Films from Frank Capra, William Wyler and Sam Briskin, according to reports from Hollywood. The owners received Paramount stock in exchange for their own. Liberty Films has a four-picture deal with RKO and it is likely that a year will pass before its personnel moves to Paramount.

Advance Preem of 'La Forteresse'



Shown above are some of those present at the advance premiere of "La Forteresse," held recently at His Majesty's Theatre in Montreal. Proceeds went to the Actor's Union.

From the left are Frank H. Fisher of Eagle-Lion Films of Canada and Mrs. Fisher; Mr. and Mrs. Arthur Lefebvre, two members of the cast; and A. J. Laurie, also of Eagle-Lion, and Mrs. Laurie.

USP Title Change

For screen purposes, United States Pictures has changed the title of Roy Huggins' novel, "Nothing but the Night," to "Now and Forever."

Technicolor Musical

Warner Brothers has bought Stephen Longstreet's story of early California, "Rainbow Mountain," for filming in Technicolor as a musical.

No Fire Loss In Film Exchanges

(Continued from Page 3)

period over 1,500 mile of motion picture film was handled by exchanges operated by member companies of the distributors' association.

Commenting on a similar perfect record in the United States, the National Fire Protection Association remarked, "The ability of the industry through its continuing co-ordinated program of fire safety precautions, implemented by a national inspection system, to handle such a vast quantity of such an inherently hazardous material without major loss over a period of years should be a cause for congratulation and an example to other industries."

The wartime handicaps encountered in the handling of film have largely been overcome, with the resultant good record in theatres as well as in exchanges. While there have been several fires in Canadian theatres in the past year, there has been no loss of life and theatre inspection branches of the government are clamping down on theatres which disregard safety rules required by law. Minor infractions had been overlooked previously due to the scarcity of material and labor.

It's a problem!

"Nothing this picture does at the box office surprises me!"

BC Firm Making 16 Mm. Color Pix

North American Productions Limited of Vancouver, a strictly Canadian outfit which was incorporated last May, is producing 16 mm. short entertainment subjects in Technicolor in British Columbia. Aimed at the estimated 80,000 narrow-gauge projectors in the Dominion and the USA, the company employs Canadian talent and technicians exclusively and has already completed two films and is at work on the third.

Founder of the company and the producer is Jack Bowdery. In with him at the outset were Fran Dowie, comedy lead of the wartime RCAF "Blackouts" show, and E. C. Anderson, cameraman. Four months later they were joined by Dick Storer, Vancouver printer, and the company was formed.

Bowdery brought to the organization long-time experience on the stage and radio and in the making of amateur movies. He appeared in numerous stage presentations, was assistant director on a film made at Jasper, Alberta, played in a radio comedy sketch for four years and was guest writer for the National Broadcasting Company in 1933, writing the first Canadian serial ever presented by that network.

Plans have been drawn up by the company to build a studio that will contain the best in movie-producing facilities, as well as a sound stage, the first west of Toronto.

The initial short produced by North American was a comedy, "Dope on the Slopes," a skiing picture starring Fran Dowie designed to exhibit Western Canada's marvellous scenery and skiing facilities. The second film, about to be released, is a fairy tale, "The Changeling Princess," with eight-year-old Carol Thomas in the title role. Carol played opposite John Charles Thomas in Vancouver's Diamond Jubilee show last summer.

The picture in production is an historical western about the Frazer River gold rush of 1858, titled "Renegade Gold" and stars Frank Kean and Karen Portnoff. Miss Portnoff has been offered a screen test by a major Hollywood studio.

While the company is pointing at the 16 mm. projectors used by schools, organizations and churches, it is also setting its sights for the 16 mm. circuits that are operating or are being formed in those communities that lack the facilities or are too remote to use standard-gauge films.

Missing in Plane Crash

VICTOR ARMAND

Supervisor of maintenance and construction for the Western division of Famous Players Canadian Corporation, who was one of those missing on the Toronto-to-Vancouver plane which was lost.

A member of Famous Players' 25 Year Club, he began his career in Winnipeg as a projectionist, took charge of several technical tasks for the company in that city and several years later took up residence in Vancouver. He came to Famous Players when its subsidiary, General Theatre Supply Company, purchased his company, Canadian Theatre Supply Company of Winnipeg.

It is hoped that by the time this sees print the lost plane will be found and good news will become known.

Two Sea Pictures Reissued By WB

"The Sea Hawk," starring Errol Flynn with Claude Rains, Brenda Marshall, Donald Crisp Flora Robson and Alan Hale, and "The Sea Wolf," with Edward G. Robinson, Ida Lupino, John Garfield, Barry Fitzgerald and Alexander Knox, have been set by Warner Bros., for general reissue.

The pictures are now playing advance engagements in several key city first-run houses.

Deal With Mason

Allied Artists is negotiating with James Mason to have him star in Alfred Noyes' narrative poem, "The Highwayman."

Thamesville Rotary Addressed By Jolley

Guest speaker at the recent meeting of the Thamesville Rotary Club at the Tecumseh Hotel was Arch. H. Jolley, executive secretary of the Motion Picture Theatres Association of Ontario, who was introduced by Harland Rankin, well-known exhibitor.

Paul Dupuis Starrer

Paul Dupuis, Montreal-born actor who stars in "Johnny Frenchman" and Quebec Productions' "La Forteresse," has been given the leading male role in "Against the Wind." Picture will be made in England and Belgium by the J. Arthur Rank Organization.

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IODE Resolution Meets Opposition

The recent resolution passed by the IODE and forwarded to the Ontario Provincial Government recommending that only children of 14 years of age and under should be accompanied by an adult when desiring to see a motion picture in the evening, lowering the age limit by two years, has met with opposition from members of the Management Committee of the Toronto Board of Education.

Mrs. J. Isobel Ross, chairman of the board, presented a motion favoring the retention of the present 16-year-old age limit to the members, who passed it unanimously.

In the motion a reference was made to a recent statement made by Mrs. F. W. McGibbon at the Provincial Annual Meeting of the IODE in Hamilton in the presentation of her annual report dealing with film matters. She stated, "Another aspect of the question of children and motion pictures is the age limit. Here in Ontario, no child under 16 is legally in a theatre at night unless accompanied by an adult.

"The eighty film conveners in Toronto discussed this question in their chapters and sent forward a resolution asking for the reduction of the age limit from 16 to 14 years of age. The Provincial Executive after due consideration sent this on to the Provincial Government where it has been promised consideration. We believe that the mental age of children of 14 today is nearer to that of children of 16 at the time the regulation was framed. It is better for boys and girls of 14 and 15 to be able to go to their local theatre on Friday or Saturday nights with their chums, than perhaps to loiter on the streets. Certainly to date there are not sufficient recreational centres to accommodate them and the movie clubs appeal to a younger age group."

Preston Foster Pic

Preston Foster has been signed by Allied Artists for the leading male role opposite Belita in "The Hunted."

'Boy Cried Murder' Purchased By RKO

RKO has purchased Cornell Woolrich's "The Boy Cried Murder" for production in late summer at the new million-dollar Pathe Studio in New York.

It will be produced by Frederic Ullman, Jr., president of RKO Pathe, who heretofore has concentrated on RKO short subjects such as Pathe News, Sportscopes and This Is America series.

'The Egg and I' Is Empire-Universal Hit

TAKEN from the Betty MacDonald best-seller of the same name, Empire-Universal's "The Egg and I," starring Claudette Colbert and Fred MacMurray, is doing great business in early runs and reviewers are unanimous in giving the film their stamp of approval.

Dealing with the efforts of a discharged serviceman and his city-bred wife to run a chicken farm, the picture is a hilarious conglomeration of incidents that at times contain an occasional heart tug. When a triangle seemingly develops between MacMurray and a beautiful next door neighbor, Claudette Colbert leaves him to go home to mother to have her baby. All is straightened out at the finish for a happy ending.

Film Advertising $65 Millions '46

An average of $1,000,000 a week was spent on newspaper advertising during 1946 by motion picture distributors and exhibitors, according to reports in the Film Daily Year Book, recently issued. The volume issued annually by the New York Film Daily is the most comprehensive in existence on motion picture matters.

Motion picture expenditures for all forms of advertising during 1946 were estimated to have amounted to $65,700,000. These figures indicate that, despite space curtailments imposed by newspapers because of newsprint stringencies and strikes, dailies received an expenditure equal to that of 1945.

The year book estimates that motion picture advertising expenditures last year were up $2,700,000 from 1945's $63,000,000 total. It breaks down the 1946 expenditures as follows: Accessories and direct mail, $5,000,000 as compared to $4,500,000 in 1945; magazines $5,000,000, up $1,000,000 from 1945; and radio $2,000,000, or double 1945's expenditure.

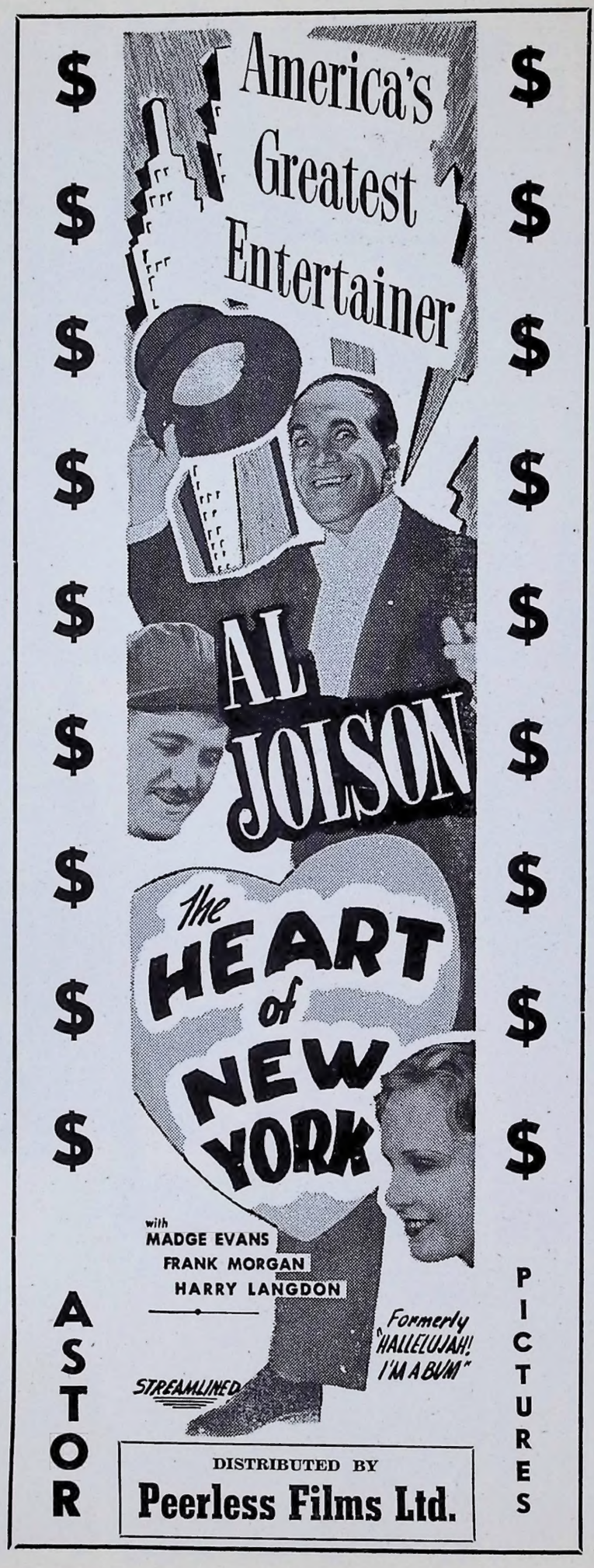
Outdoor advertising last year added another $1,700,000 to the motion picture budget, as compared to $1,500,000 in 1945. The record advertising expenditure was employed to promote attendance at the 467 feature-length motion pictures released last year as compared to 377 during 1945. Of this total, 378 features were made in the United States and 89 were imported.

Motion picture theatre attendance records were shattered in 1946, according to the year book. An average of 100,000,000 people a week attended the movies as compared to the 1945 average of 95,000,000 per week. Adult admission price increases last year averaged 5 to 8 cents, and children's admission prices 2 to 3 cents.

It is estimated that 18,765 motion picture boxoffices in the United States took in $1,800,000,000 exclusive of taxes during 1946, and $630,000,000 was spent for film rentals. At the first of the year there were 10,238 United States cities and towns with at least one movie theatre, and 450 first-run movie theatres in 95 cties of more than 100,000 population.

Actress Contracted

Jeanne Shepherd, young dramatic actress who appeared on tour in "The Glass Menagerie," has been placed under long-term contract by Jack L. Warner. Miss Shepherd is a Bucknell University graduate and former Conover model.



MPAA To Honor Itself On 25th

At its recent annual meeting in New York, the Motion Picture Association of America, formerly the Hays Office, approved plans for a dinner on May 8th in New York to celebrate the 25th anniversary of the association. Arrangements for the banquet were submitted by Joseph R. Vogel of Loew's, chairman of the program committee.

Proposals to send American motion picture stars to the second post-war Command Performance in England in November and to the World Film Festival in Brussels in June were also passed. Eight stars from the USA weer on the Command Performance last November, the first one at which Royal patronage was extended to movies and film stars. Formerly it had been reserved for drama, opera, ballet and vaudeville.

Domestic and world problems affecting the movie industry were discussed at the meeting. Eric Johnston, president, reported on the activities of the past year and praised the constructive and co-operative attitude of Hollywood, particularly in relation to Production Code.

Principal Pictures, one of the member companies, filed notice of resignation from the association, which, under the by-laws, becomes effective in one year.

A decision was reached to call a special membership meeting shortly to consider increasing the number of directors from each company from one to two on the board of the association.

The board of directors elected the following officers for the next year:

Eric Johnston, president and chairman of the board; Joseph I. Breen, vice-president; Francis S. Harmon, vice-president; George Borthwick, secretary and treasurer; Sidney Schreiber, assistant secretary; Fred W. DuVall, assistant treasurer; and James S. Howie, assistant secretary-treasurer.

During the meeting a resolution of thanks was directed at Carl E. Milliken on his retirement as secretary of the association. Milliken, a former governor of Maine, was the first director of the Department of Community Service and manager of the International Department.

Cast Of 'Foxes'

Cast so far assembled for 20th Century-Fox' version of Frank Yerby's best-seller, "The Foxes of Harrow," include Rex Harrison, Maureen O'Hara, Victor McLaglen, Vanessa Brown and Gene Lockhart.

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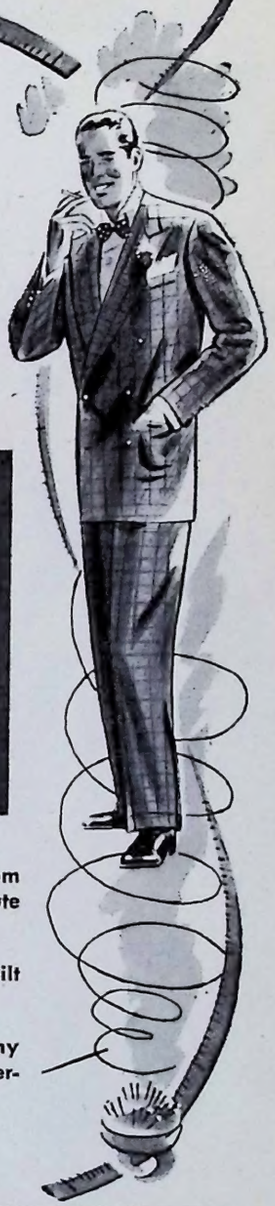

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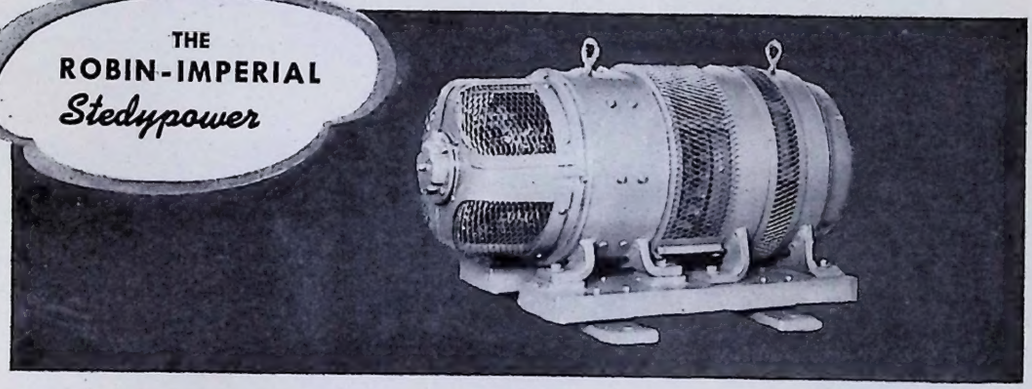

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